SPRING 2023 SELECTED TOPIC COURSE DESCRIPTIONS

**Comm 389: Intro: Biosensor Mkt Research**

**MW 2:15-4:05**

**Dr. Karen Erlandson**

This course will introduce students to bisosensor research methods.

More and more marketing firms are using biosensor research as part of their Integrated Marketing approach. Biosensors can provide deep insights into human behavior by providing objective data to help predict campaign success, quantify attention, quantify emotional reactions, and much more.

Using the iMotions platform students will learn how to determine a customer's preferences through hands on experience with eye tracking and facial expression analysis software. These approaches determine the appealing aspects of a product that a consumer looks at, the length of time they stare at these aspects, and other reactions to the product. Students will also learn about other bioresearch techniques available through the iMotions platform as well as basic survey creation and distribution using Qualtrics.

Among other projects, students will use both iMotions and Qualtrics, to design a study comparing different advertisements as well as analyzing the data and preparing a report for a “client.”

This course will count as a 300-level elective toward the Comm Studies Major and as an elective towards the IMC major.

**E&M 389: Digital Marketing**

**Keyvan Kasaian**

**TR 2:15-4:05**

The Internet is a dynamic marketplace if there ever was one. This class will give you a theoretical

understanding of the internet marketplace that is necessary to adapt to its many changes, while also equipping

you with the skills you’ll need to perform relevant functions. By the end of the course, you will be able to

walk into any company with an online presence and improve its use of the internet.

Student learning objectives/outcomes:

1. Web Design – Understand multiple web design frameworks for improving conversion rates on a

website of any kind. Apply these design frameworks to identify areas for website improvement and

to properly design a website from scratch.

2. Web Analytics – Determine the appropriate KPIs for any type of website. Make appropriate

recommendations to an e-commerce website based on the conversion funnel. Understand the pitfalls

surrounding attribution analysis and make recommendations to identify the highest ROI digital

marketing channels.

3. Search Engine Optimization – Understand how search engines work. Use this knowledge to make

recommendations to a website on how it can improve its organic search rankings – in other words,

perform search engine optimization on a website.

4. Search Engine Marketing – Understand the mechanics of paid search ranking. Create a search

engine marketing campaign and evaluate its effectiveness. Recommend changes that will improve the

campaign’s conversion rates.

5. Online Advertising – Understand the various methods of online display advertising. Create an

online display ad campaign and measure its return on ad spend (ROAS).

6. Email Marketing – Understand best practices in marketing and implement them with a database of

current and potential customers via email.

7. Social Media – Utilize knowledge of social media tactics to design an effective social media

campaign.

8. Reputation Management – Implement online reputation management tactics to improve the

online reputation of a brand.

**E&M 389: Entrepreneurship**

**Stephen Young**

**MWF 10:30-11:35**

Do you have a great idea for a business? Have you ever wondered what it takes to own your own business and be your own boss? Whether you plan to become a founder, investor, partner, or early employee of a startup company, this course will take you through the entire journey of the new venture or idea. Students will learn what entrepreneurship is all about, develop a business idea, conduct varying analyses to promote the business, and develop a business plan. The course utilizes a project-based approach to provide an overview of the entrepreneurial process and give you practical hands-on experience. By the end of the course, you will have a better understanding of what it takes to create a successful startup, as well as proven techniques for identifying and testing new market opportunities and converting your ideas into a successful business.

**ENGL 389: The Prehistory of Sherlock: Early Detective Fiction**

**Ashley Miller**

**MWF 10:30-11:35**

This course examines the rise of the literary detective, tracing its history from early-19th-century stories of murder to the wildly popular tales of Sherlock Holmes and beyond. What was going on in nineteenth-century Britain that gave rise to this peculiarly compelling genre? What role did race, class, and gender play in early detective fiction? How did the literary detective contribute to 19th- and 20th-century culture more broadly? We’ll read a variety of fictional texts alongside contemporary crime reporting, anchoring our readings in historical and cultural contexts as we go.

**This class satisfies the Historical and Cultural Analysis Mode.**

***Prerequisite*: Sophomore standing or higher.**

**MUS 189: Music of Protest**

**Rufus Ferguson**

**TR 10:30-12:20**

The Study of music and its impact on social movements of the 20th and 21st century.  Designed for the non-music major. This course is offered as a Historical and Cultural Analysis Mode (MHC).

**MUS 289: Your Brain on Music**

**Clayton Parr**

**MWF 10:30-11:35**

In this course, we’ll explore the science of musical sound: the physics of sound wave production, and what makes some sounds musical; the neurobiology of how musical sounds are received, processed, stored and recalled by the human brain; and the psychology of musical perception, taste, and memory.

**PLSC 189: Introduction to Public Policy**

**Stephanie Zarb**

**MWF 10:30-11:35**

The field of public policy examines what governments choose to do (or not do) about a perceived problem. Policy making is simultaneously a problem-solving process and an inherently political process. In this class, students will engage with a broad range of topics including why some issues become problems that require government response, how some issues rise on the legislative agenda while others get ignored, and how political institutions interact to produce policy. We will also examine the role of citizens, interest groups, and money in the policy process. In this course, we will explore key concepts and theoretical models to understand how policy is made, but we will also study real-world policy areas in order to see how these theories help us understand the actual political world.

**PLSC 289: Law, Justice, and Society**

**W. Rose**

**MWF 11:45-12:50**

This course explores the basic issues of law’s relationship to contemporary society. Topics include the nature as well as historical and social functions of law; the culture and role of major legal actors in the legal system (e.g., lawyers, judges, juries, police, technology); the tension between ideals and realities in law; and the role of law in addressing contemporary social problems.

**PLSC 389: Feminist Political Thought**

**M. Gemechu**

**MW 2:15-4:05**

Course Description: Feminist political thought is designed to introduce students to one of the contemporary interdisciplinary thinking, which studies women in relation to the exercises of power in society, in both private and public domains. The course also examines the feminist struggles to overcome the problem. It asks conceptual questions like what is feminism, sex, gender, and intersectional theory; and raises the question of the image of women in religious morality and consciousness. What are the waves of feminist movements in the United States and beyond? How do we explain feminist epistemology, feminist ethics, the central themes of feminism, and the politics of abortion? What are the major political theories of feminism that explain the systematic problem of women? To what extent are international and national legal regimes and organizations promoting women’s rights, especially in the United States? CATEGORY: GENDER

**PLSC 289: Identity Politics and Multiculturalism**

**M. Gemechu**

**MWF 9:15-10:20**

Course Description: This course asks why national minorities demand recognition, inclusion, representation, self-rule, and even independence; and examines how migrations are challenging the traditional ethnocultural homogeneity policies of nation-states by emphasizing the politics of recognition in the post-cold war world. The course enables students to explore the dynamics of politics of identity, ethnicity, nation and nationalism, race and racism, religious pluralism and fundamentalism, and multiculturalism both at the national and international levels. Further, the course will identify theories and approaches to explain collective identity politics and multiculturalism; and also explain how states are regulating their internal identity differences and cultural diversities as they keep on sponsoring “nation-building projects”? Finally, this course asks to what extent is minority rights an integral part of international human rights and assesses the state of identity politics and multiculturalism in the USA. CATEGORY: ETHNICITY

**SPAN 389: Central American Literature & Cultures**

**Marcie Noble**

**MWF 1-2:05**

In this course we will explore the cultural production of Central America from the mid 20th century to the present in the context of the social and political movements from which they emerged. We will examine the roots of conflicts and the extent to which cultural production can be a tool of resistance for those seeking social and political change. Students will develop a greater familiarity with the literature and cultures of the region through the lens of historical events of the 20th and 21st centuries, including armed conflicts, resistance movements, U.S. foreign policy, and the impacts of these on various communities within Central America and the diaspora.

**THEA 289: Scenic Design**

**Kiah Kayser**

**MWF 1-2:05**

This course is designed to teach both the basic principles and process of stage design and the basic technical conventions that will convey a design to directors, technicians and other designers.  This practice will be two-fold:  the first focus will be on textual analysis of a variety of scripts, training the mind to think like a designer, and to learn how to conduct scenic research for a chosen work.  The second component of this class will involve learning the technical aspects of design work. Including hand drafting, and model making which will enable you to produce a ¼” scale preliminary design package and ¼” scale white model.

**THEA 289: Plays and Process**

**Stephanie Henderson**

**TR 10:30-12:20**

This course will examine the stylistic signatures of iconic contemporary playwrights and study the form and structure of their plays. Students will then have an opportunity to create their own original work based on their areas of interest.

**WGS 389: Bodies in American Culture**

**Lucia Soriano**

**MW 2:15-4:05**

The course examines how cultural ideas about the body in American culture shape disability, race, class, gender, and sexuality. The course’s primary text is Sabrina Strings’  *Fearing the Black Body: The Racial Origins of Fat Phobia*in which she examines the history and legacy of the preference for slimness and aversion to fatness, with attention to their racial, gender, class, and medical contours. Building on Strings, students will engage with interdisciplinary scholarship related to the body. The last part of the course takes up Sonya Renee Taylor’s *The Body is Not an Apology: The Power of Radical Self Love*to practice self-reflection on our relationship to our bodies. Students will be assessed by their effort in the following: writing and reflecting on each assigned reading, coming to class, leading class discussion, contributing to class discussion in a thoughtful way, and listening to their classmates.